

**1. CONVENE MEETING**

**Council President Stegmann** called the Gresham City Council Policy Development meeting to order at 3:00 p.m. on the 10th day of June 2014 in the Springwater Trail and Oregon Trail Conference Rooms, Gresham City Hall, 1333 NW Eastman Parkway, Gresham, Oregon. She asked the audience to join her for a moment of silence in recognition of the shooting at Reynolds High School.

COUNCIL PRESENT: Council President Stegmann  
Councilor Jerry Hinton  
Councilor Kirk French  
Councilor Karylinn Echols (arrived at 3:05 p.m.)  
Councilor Mario Palmero  
Councilor Mike McCormick

COUNCIL ABSENT: Mayor Shane Bemis

STAFF PRESENT: Erik Kvarsten, City Manager  
Rachael Fuller, Assistant City Manager  
Robin Franzen, Director Public Affairs  
Eric Chambers, Senior Manager  
David Ris, City Attorney  
Ron Papsdorf, Director Governmental Affairs  
Bernard Seeger, Director Finance and Management Services  
Craig Junginger, Police Chief  
Greg Matthews, Fire Chief  
Jessica Harper, Assistant to the Mayor  
Shannon Stadey, Director Economic Development  
Sharron Monohon, Director Budget & Financial Planning  
Brian Martin, Acting Director Urban Design and Planning  
Stacy Humphrey, Senior Comprehensive Planner  
Susanjoy Baskoro, City Recorder  
Kathy Kollenburn, Executive Assistant, OGM

**2. CITIZEN AND COMMUNITY GROUP COMMENTS FOR AGENDA ITEMS**

**Alice Perry**, Transformative Youth Opportunities Director for Latino Network, said her office is in Rockwood. Latino Network worked in partnership with Multnomah County, DCJ, and DCHS on community initiatives and programs designed to reduce violence. She supports the Opportunity Mapping Project which is a plan that helps visualize clear directions forward. She particularly supports goal 8, which speaks directly to the needs of our youth population. Her program regularly works with youth that get into trouble and who are determined that their siblings do not follow in their footsteps. Despite their troubles, they are committed to giving back to the community. During spring break she had organized positive social activities including community service. The youth enjoyed the service and would welcome more. Infrastructure that provides for positive youth development is needed for the community. As community partners we are willing to help leverage our resources to make a difference in Gresham. She urged the Council to accept the plan as a whole.

**Catherine Nicewood**, president of the Rockwood Neighborhood Association, had participated in the Opportunity Mapping Program since the beginning. The main concern she hears from the people in Rockwood is a safe place for their children to play, learn, and grow and for safe parks. Regarding Goal 8-3, she has been an advocate for a community center for a long time. Her dream is for a place where people of all ages can come interact, learn, and play with each other. Community members can volunteer their time sharing their gifts and talents. A paid full time director will be needed to coordinate volunteers and plan programming. Single mothers need a safe place to take their children during the day and in the summer to play when they are at work. It is time for the community and City to work together to plan for a community center and not wait any longer. Regarding Goal 7-3, which involves parks, when she moved to Gresham, she was surprised there was no recreation program for youth in the parks. She wrote a letter to the Mayor and Police Chief about the need, and was told the reason was a lack of funding. Now there are stabbings and murders in our parks. We need to do something for our youth before there is a real crisis. Regarding Transportation 3-1, another need she hears is for more north-south bus service from Division to Airport Way. People have been offered jobs, but had to turn them down because there is no transportation. The PSU students have done good work and she hopes this program will be used for great change in Gresham.

**Jenny Holmes**, resident of Gresham, provided testimony on the Opportunity Mapping Project. She works with Ecumenical Ministries of Oregon and its community food system program. Food is basic to life, yet it is often left out of the planning process. She applauds the City for the adoption of healthy eating, active living codes adopted in 2012 and for their continued work on food access. Her focus has been on involving the community in identifying and developing solutions to its needs and opportunities around food. The 2012 food assessment engaged diverse Rockwood residents, most of whom were low income to listen to their neighbors and develop solutions. They conducted in-depth interviews with 235 neighbors in apartment complexes in Rockwood, helped three focus groups in English, Spanish, and Russian, and shared the results with over 200 community members and received feedback. Of those interviewed, 38% had household incomes under \$10,000 per year. They focused on those with the greatest barriers based on the guiding principle that when a community addresses the needs of its most vulnerable citizens, the entire community can become healthier, safer, and more prosperous. One of the most significant findings was residents were traveling an average of 6.3 miles to get their primary groceries. There was a great interest in healthy food and access to fresh produce regardless of income level. One partner in the food assessment was the Rockwood Co-op whose aim is to build community leadership and a community food system with economic opportunity and access for all. They had received a grant to take the next step and work with the co-op and other community partners to improve food access and getting produce into local corner stores. She looks forward to working with the City Council and Mayor on this project.

**Patricia Lacy** is part of the Rockwood Community Healthy Retail Store Owners Initiative Program and a community volunteer for Rockwood Healthy Food Retail. She lives in the heart of Rockwood and there needs to be a reasonable store in the area. She has to pay someone to take her shopping or take public transportation to shop. Having a healthier store in her area with retail prices would be a good thing. She asked the Council to consider this program and to make a difference for all.

**Maribel Gomez** is a consultant/organizer for the Healthy Retail Initiative and Rockwood Food Opportunity Project. She works with store owners to change the way they advertise and in providing healthy food for the community. She came to Rockwood three years ago. She worked on a community project where 30,000 doors were knocked and had 1,300 conversations with community members. Rockwood residents said they needed access to healthy food. They tried a food buyer

club, but the low income community was not ready to buy organic food. The community decided they needed a food co-op to work with local farmers. People want to grow food and sell food. She asked if the City can allow it and make it easy for people to grow their own food and sell it. For the last three years they laid groundwork to start a food co-op. She is asking the City to work together with the community to continue the effort to have a food co-op.

**Oscar Hernandez Amaya** is from Central America. Three years ago he started working here and had to travel from Cornelius to here on the Max west for two hours. Now he lives in Rockwood. He is happy the City is willing to work with us in bringing healthy food to the community. As a musician, he got laid off from the organizations. He now works in different markets where they play Latin music such as a Farmer's Market. He would like that to happen in this community and he would like space to sell his arts and crafts products and to build musical instruments with recycled materials. He would like Rockwood to have access to healthy food and an international marketplace. He would also like the City to be flexible and change the restrictions so corner stores can sell more healthy products.

**Jenny Glass**, Executive Director of the Rosewood Initiative, a non-profit organization working on the border of Portland and Gresham, said their focus is on empowering the community and improving the quality of life in the geographic area around SE 162<sup>nd</sup> and Stark. Today is a tragic day for all East County. It highlights the importance that we all work together. The opportunity to work with PSU planning students, Latino Network, and the City to come up with goals/action items is a great example of what we can do together. It is encouraging that the Council supports this work. Starting a community center at SE 162<sup>nd</sup> and Stark hasn't been easy. They had generous support from Multnomah County and the Portland Development Commission. They are delivering employment services to some of the most vulnerable populations including immigrants, refugees, and people with criminal backgrounds. They are also collaborating with the PSU Business Outreach Program and Merci-Corp NW to bring services to our neighborhood businesses and entrepreneurs. Building strength and health in our community will take many years and many partners to link the community together. She hopes the Council will look closely at the goals surrounding community economic development by supporting small businesses and access to education and jobs. She invited the City to partner and work with the Rosewood Initiative. It is important to work across the border of Portland and Gresham and to offer quality space and services to the community members on both sides of our border.

**Pam Phan** with Camassia Community Planning had been asked by two partner groups to read statements. The first is from EROC, a youth group in Rockwood. She read the letter. The group was able to organize the Rockwood Art and Media Project. It was a positive experience to be part of the Opportunity Mapping Project. Some of the specific goals and action items they support are Goal 7, to improve the quality of parks, support youth programming in Gresham, and to create a Youth Recreation Task Force and Goal 8, to foster safer and welcoming neighborhoods. They are in support of positive youth adult partnerships that value youth voice, planning programs, and creating policy. (Written Testimony Exhibit A) The second statement is from the Multnomah Youth Commission, official youth policy body for the City of Portland and Multnomah County. She read the statement. Their mission is for youth to have a seat at the table alongside adults when making decisions impacting our lives. The MYC has two committees, the Youth Against Violence Committee and Sustainability Committee. They are especially in support of Goal 8, fostering safe and welcoming neighborhoods and think it will create a stronger impact on youth violence. The Sustainability Committee has responded to the need for TriMet transit passes for all high school students. Goal 3 to improve transit service and walkability fits their work. They want to be advocates

for transit service improvements in Gresham throughout Tri-Met's Transit Enhancement Plan process and voice opinions during the neighborhood walkability assessment. They look forward to hearing more of what will come of the plan and how they can be a part of the positive changes (Written Testimony Exhibit B).

**John Bildsoe** with the Rockwood Neighborhood Association thought the Opportunity Mapping project will help the City gain more respect and understanding of the costs and benefits associated with providing basic needs. He discussed two important goals and strategies identified by the Association. The first is grocery needs. Many families choose to locate in west Gresham because it is one of the few affordable places in the region. The concern is where the money for food comes from and where does it go. It is difficult to assess, but using data from such programs as SNAP, Supplemental Nutrition Assistance Program, spending trends can be better isolated and potential shopping areas can be located. The second concern is parks and green spaces. As urban living becomes less affordable and density increases, the opportunities to enjoy outdoor recreation become squeezed out of the picture. Before you know it, a neighborhood builds itself beyond capacity and there is no more room left for parks and recreation. Kids have no place to dribble a soccer ball or learn how to ride bikes, and they become 30-40 pounds heavier sitting in front of a TV screen or video game. The political and economic climate in Gresham does not favor increased spending on recreational assets and programs at this time, but he urged the Council to use tools provided by Camassia Community Planning to help recognize the opportunities for the future. He would rather hear complaints about park grass that doesn't get mowed often enough than complete silence of a community that will never have proper outdoor opportunities. A small, comfortable park where kids and seniors can easily and safely walk to and walk through is important. Or a larger park that may take time to get, may have some fees involved, but offers refreshing amenities and opportunities for education.

**Ericka Venegas** of the Rockwood International Marketplace had a food cart and tried to promote healthy eating. It is difficult to find or buy healthy food because of the expense. Her family decided to try to get healthy food available to her customers without breaking the budget. They started growing a little garden next to her food cart to have food available for residents. The community loves it. Customers pick it and they show customers how to cook it healthy. Vendors need to have the ability to bring healthy food to customers and change the way people are living. By having bigger gardens and showing the community how they can save some money and grow their vegetables and sell them at affordable prices, they can help the community.

**Kathy Minden** discussed the Rockwood Food Co-op and International Marketplace. She has been working with these two groups for two and a half years on behalf of People for Parks who has been advocating for parks and recreation, quality of life, and health. She thanked the Council for putting in place the Healthy Build Environment that promotes walking, bicycling, and other types of movement. She is thankful for the after school programs run by People for Parks. They know the challenges children face and the need for adults to advocate for them. Food co-ops provide access to quality food at affordable prices. Part of the children's garden at Vance Park is to teach about health and nutrition and also math, science, and literacy into the project. Many people ask if they can have a plot in the garden, but are told the food goes to SnowCap. They are trying to get more community gardens in place. Community Gardens can become teaching centers so they can impact an entire community and teach people how to have and use healthy foods. In addition to providing access to quality food at affordable prices, food co-ops can educate.

### **3. REGIONAL TRANSPORTATION PLAN AND CLIMATE SMART COMMUNITIES PROJECT UPDATE – METRO COUNCILOR SHIRLEY CRADDICK**

**Metro Councilor Shirley Craddock** presented the staff report (PowerPoint Presentation Exhibit C along with Climate SMART information). One of her goals as Gresham's representative on the Metro Council is to meet with Council on a regular basis. Her job is to keep informed about what is happening at the regional level. She reported on legislative priorities. One thing really important for this area is more jobs. One of the first steps out of poverty is jobs. Metro's role is in land use responsibilities, such as managing the land within the Urban Growth Boundary. There is land available for employment and industry in the UGB, but there are a couple of barriers. Some of the barriers are transportation funding, brown fields, and access to industrial lands. Metro is working with several land owners to open up land such as in the Springwater area. In the last legislative session, a couple bills were passed that could be of benefit. One was SB 253, support for due diligence on site investigation and SB 246, State supported site readiness activities. They were passed, but there was no funding for the bills. They are working on getting funding this year. Another issue is brown fields, and they are looking into finding funding to mitigate some of the challenges of the brown fields in our region.

She then discussed the Regional Transportation Plan. In July the Metro Council will be voting on the Plan which was federally mandated. It is all our local transportation plans combined with all the other cities in the Metro region. It is updated every four years to bring policies up to date and to make sure local priorities are included. There are 1,000 projects in plan and nearly \$20 billion worth of projects. It is a combination of cities, counties, ODOT, and Tri-Met. It includes active transportation, bicycling, pedestrian, sidewalks, transit, demand management, system management, auto, and freight. There is no funding unless there is a plan in place. The current plan expires in September and if it lapses, we cannot use the funds obligated to us. The challenge is the funding side. If you look at the plan by the number of projects, 30% of the plan is for active transportation projects, but if you look at how much it will cost, the active transportation is about 9% of the total projects. Roads and bridges are about 50% of the plan, but when you put all of the costs together they are a little over 30% of the total plan. Transit is 7% in the number of projects, but is 28% in the total cost. The plan is divided into projects we can fund and what we don't think we can fund. Transportation is a direct link to our economy. The Federal Highway Trust Fund will be broke in September if Congress doesn't take action. The Federal Gas Tax has not been raised since 1993 nor is it indexed so it does not go up with inflation. In addition to that, we are using less gas and driving less. The funds available are diminishing dramatically. More of the burden of funding transportation projects is moving to the state and local levels. Metro has joined Transportation for America and Gresham is also a part of this. We are also working with other groups to have more influence in Congress.

Regarding Climate Smart Communities, we are moving closer to completing this challenge given by the State legislature to reduce greenhouse gas emissions from automobiles by 20% below the 2005 level by 2035. We can do it based on the current land use and transportation plans. Funding is the challenge. She referred to the slide presentation, page 4, and explained we are looking at this through a scenario perspective. The scenarios are based on funding levels. Level A is the current funding level, Level B is the build out of the regional transportation plan, and Level C goes beyond that. JPACT/MPAC discussed what they would like to see and made a recommendation that the Metro Council invest in the transit capital beyond Level B. One way to do that is through technology, which is not as expensive and can have great influence on auto behavior. Travel and education

programs are also effective for a small amount of money, as well as building out the active transportation program a little beyond the regional transportation plan, building out planned highway streets, and parking management. Parking management includes looking at parking and if businesses and churches can share parking spots. Metro Council will be voting on this in June and will present it to the legislature in 2015.

There will be a Metro Council meeting on July 10<sup>th</sup> at MHCC to award Nature in the Neighborhoods grants. There are 14 projects up for funding. She thanked the City for their partnership in the Grant View Wetlands Project. Metro is looking at the next steps for restoration and there will be public engagement later in the fall. Initial work includes removing some buildings off the site and immediate restoration effort. She asked if Council had any questions or comments.

**Councilor Palmero** thanked her for her efforts and help in East County. Does the Regional Transportation Plan address the concerns about the north-south transportation line?

**Councilor Craddick** clarified the concern is about transit which is addressed in the East Metro Connection Plan. That plan identifies projects that are important to all four jurisdictions and Multnomah County. The most important project is freight traffic on 238<sup>th</sup> which will help improve connectivity and reduce congestion between I-84 and Highway 26. The next major project will be the Powell/Division transit development project which will look at how to improve transit in that corridor. It is already a heavily used corridor. Part of the process is looking at making sure there are good transit connections north and south to meet the east and west high capacity transit lines. We will be working with Tri-Met on the project.

**Councilor Palmero** referred to active transportation, there are more people who want to bike or walk to work. Is there any funding to support that movement?

**Councilor Craddick** said that is the decision of the Council and putting it in the City's Transportation System Plan. The challenge is without the federal government fixing the Federal Highway Fund, nothing will be built. ODOT just announced their flexible funds are being postponed for one year and will not be available. We are getting close to a crisis situation.

**Council President Stegmann** thanked Councilor Craddick for her report. There are many things Gresham has been able to accomplish because of the partnership with Metro Council. She serves on the Powell/Division Corridor Steering Committee and they recently rode a bus as a field trip. She has recently been invited to an equity meeting. They don't have all the solutions, but it is on the table to discuss.

**Councilor Craddock** announced on September 12, 2015 the Milwaukie light rail line and bridge will be open. The bridge is dedicated to bikes, transit, and pedestrian usage.

#### 4. OPPORTUNITY MAPPING

**Ron Papsdorf**, Government Affairs Director, introduced the agenda item and the students from Portland State University. He commented on the high quality of work the students have done, which is better work than some consultants he has had. The students also did a high level of work with the community and making sure the community's voice was heard. In October 2013 Council adopted the

updated Housing Policy and Opportunity Mapping was one of the key recommendations to make sure we had the tools to make the right housing in right places decisions. That work grew well beyond what he could imagine and will be a good basis to talk about housing, parks facilities, food access, broad community services, etc.

**Lori Parks**, graduate student at PSU, presented the staff report (PowerPoint Presentation Exhibit D). As part of her program, she was supposed to complete a group capstone project that involves preparing a plan for a community in the Portland region. She introduced the students who had worked on the project. They called themselves Camassia Community Planning and the project name is Map Gresham Opportunity Framework Plan. The opportunity mapping came out of the 2013 Housing Policy update. Staff realized it could also inform two 2014 Council work plan items including the Food Access Project and Community Prosperity Initiative. Opportunity Mapping is an innovative method which involves creating maps to show the distribution of resources, such as quality schools, transit, and jobs. It also shows variation in access to opportunities across different population groups. The purpose of the project is to analyze the distribution of opportunity at the neighborhood level and compare that to the census demographics. They also wanted to engage a wide range of residents and stakeholders to develop a road map with recommendations for enhancing opportunities for quality of life and community health. Their planning approach puts the community at the center. They used community engagement to inform all of the process beginning with scoping to the development of the plan itself. The objectives of this approach were to make sure community voice was incorporated into the plan as well as reflect lived experience in the maps themselves. They also intended to build capacity for continued community involvement in identifying and addressing barriers to opportunities. The public engagement included 33 interviews working with six technical advisors representing service providers and partner agencies including Tri-Met. An online City-wide questionnaire was conducted and 236 responses were received. Over 50 people attended the culminating community celebration on May 8 and there was a consultation open house in May. They also worked with six community groups, Latino Network, Rosewood Initiative, Rockwood Neighborhood Association, EROC youth group, Multnomah Youth Commission, and Ecumenical Ministries. With them, they co-hosted discussion groups and engaged 69 residents. This level of engagement was due to a large donation from Kaiser Permanente. The plan includes nine goals and 25 actions.

**Ms. Parks** reviewed the key findings. In terms of demographics, west Gresham has higher population shares of renters, youth, families in poverty, people of color, and lower vehicle ownership per household. Based on this, west Gresham was targeted for much of the outreach. Concerns related to housing in west Gresham include affordability, quality, and having more options that meet housing needs in terms of common space and bedrooms. Transportation was a big part of the project. There is need for improved north-south transit service. The one line going north-south in west Gresham is a low frequency route and not sufficient for connecting residents to the opportunities they need especially since it does not run past 5:30 in the evenings. The City can use this finding to advocate for improved transit service as part of Tri-Met's Enhancement Plan process. Walkability was a City-wide concern, although residents in west Gresham noted concerns related to walking crosswalks, street lighting, and gaps in sidewalks. The recommendation is for the City to work with residents to identify and prioritize the most important improvement projects realizing there are limited funds. For food access the top priorities are freshness, affordability, and convenience. Gresham has many distinct community food assets, however residents want more community gardens and farm stands to help provide more convenient and affordable access to fresh produce. The

recommendation is for the City to provide additional assistance to community groups to develop more of these food assets in priority areas. Public parks are generally spread throughout the City, although there are some residential areas that are not within reasonable walking distance of a park. Some parks in SE Gresham are inaccessible to transit dependent residents on the weekends. Top priorities for west Gresham residents are improved maintenance and additional youth programming options. The recommendation is to develop partnerships with non-profits to increase maintenance and to work with youth in west Gresham to develop a strategy for providing more activities and programs. Parks were identified as a priority for improvement as well as transit stops. Ideas for improving safety are community led patrols, developing a community/youth center, and fostering a greater sense of connection to each other and the City. The framework plan includes nine goals and 25 actions. The recommendation is to incorporate community based needs and holistically address barriers to opportunities and the root causes of poverty. The actions focus on the role of the City, but also recognize resources are limited and partnerships will be key. The plan supports collaboration among stakeholders and provides background information and analysis that can apply to a wide range of purposes in addition to the three possible initiatives identified. She hopes the plan will be useful to the City of Gresham and community.

**Council President Stegmann** appreciated the work she has done. A lot of the things in Rockwood we already knew, but it is always beneficial to have statistics to back it up. This work is invaluable and the City got it for free. It will make a huge difference in this community. All of the non-profits have done good work as well. From what she hears today, people want a farmer's market and fresh produce. What about the Tri-Met parking lot that is empty in Rockwood for a location? The Council, private businesses, non-profits, and volunteers all have a role and can bring our strengths together.

**Ms. Parks** said copies will come to Council in about a week. Five of the students are graduating.

**Councilor Hinton** thanked her for her work. Regarding food co-ops, do you know what the average space would be for a decent food co-op?

**Jenny Holmes** replied a footprint of about 10,000 square feet would be good. There are precedents for co-ops with much smaller footprints in the Portland area.

**Councilor Hinton** asked about the Saturday Farmer's Market at Kmart. Is that too far away to make a significant difference to the people in Rockwood?

**Ms. Holmes** responded it contributes to the food eco system. Part of the challenge is it is one day a week. For people who can only shop in the evenings being able to walk or take the bus is important and on Saturday many of the north-south routes do not run. There are some targeted improvements that need to be made.

**Councilor Palmero** thought the students did a great job. Good statistics and facts have been put behind the concerns. The project will have an important impact on the City's future.

**Councilor Echols** asked what the name of the students' group meant.

**Ms. Parks** responded the Cammas flower was a staple for indigenous people thousands of years ago. To them it symbolizes planning from the roots up which reflects the work they did with

community members. It is a grassroots energy and building upon that. It is a pretty flower and symbolic of the Willamette Valley.

## 5. FOOD ACCESS ISSUES AND OPPORTUNITIES

**Mr. Papsdorf** introduced the agenda item. As Council has already heard, food access issues are important in the community. The Food Access Project has been progressing well and has been informed by the Opportunity Mapping work. Staff is seeking Council's input before specific strategies are developed for addressing these issues.

**Stacy Humphrey**, Senior Planner, presented the staff report (PowerPoint Presentation Exhibit E). *A written testimony was emailed to Ms. Humphrey which is included in the record as Exhibit F).* Council asked staff to identify where there are areas without grocery stores and to develop strategies to address the issue. Over the past five years Gresham has been addressing a variety of food issues such as Healthy Eating, Active Living policies, Urban Chicken Code, Comprehensive Plan amendments that make the placement of community gardens easier, and Code amendments for food carts. Interest in food access has grown over the past 20 years and there have been ongoing studies that detail how food access relates to economic development, job creation, and community health. Regarding economic development, grocery stores spur economic development by acting as anchor tenants for retail areas and generating foot traffic for other smaller businesses. Grocery stores can help prevent leakage by keeping local spending dollars within the community. Regarding job creation, some studies have shown that for every 10,000 square feet of grocery store space up to 24 jobs are created. For your average grocery store of 50,000 square feet that translates to about 120 new jobs. Jobs are often filled by people who live within three miles of the store. Regarding community health, grocery stores serve as an informal gathering space allowing for chance meetings, conversations, and opportunities to connect with neighbors. There have been ongoing conversations about grocery stores and numerous community conversations about the value of food retail in our community. The Gresham Planning Commission also discussed food access at their work session on May 12. They expressed interest in addressing grocery store access with interest in smaller retailers throughout the community and supporting the idea of a food co-op. There is no one definition of a grocery store. For Gresham we initially looked at GIS data with business licensing and how folks identified themselves through Code. The list of retailers was first vetted through staff and the graduate students did site visits and developed a market basket grocery list. For the purposes of this work, if a store had 90% of the items on this grocery list, they were considered a full grocery store. If the cost of that market basket was average or lower, it was considered affordable. The second component of the project was how to measure access. At first it was simply a radius, and then a more complex methodology in looking at the transportation network for good road connections, bicycle and pedestrian connections, and transit connections. Vehicular ownership by household was also looked at and there is a higher rate of vehicle ownership in the southwest area, lower rates in downtown and Rockwood. Access started to be looked at as affordability and economic indicators. The areas where there is more poverty is also where there is less transit access so the capacity to get to a store during open hours are limited. Grocery store access is not an issue in the industrial areas, areas within a quarter mile of frequent bus service that run on weekends and connects to an affordable grocery store, areas within a quarter mile walking distance to an affordable grocery store, areas with higher rates of car ownership, and areas that are single family residential neighborhoods. The potential focus areas are in west Gresham around the 181<sup>st</sup> corridor and in the southeast area. The research on food access highlights a number of strategies to

consider depending on what the data and barriers demonstrate. Other strategies are looking at incentives and grant programs for grocery stores, policy advocacy with Tri-Met for better north-south connection and other facets of transit connectivity, and looking at how we support community partners. While the analysis demonstrates there are areas with limited access to grocery stores, there is additional study necessary to understand why certain areas may not have grocery stores and what actions if any the City needs to take. Potential next steps include exploring the barriers, working with Tri-Met on their service enhancement planning work, continuing to support our community partners, and exploring incentives.

**Councilor Hinton** stated grocery stores run on thin margins. A co-op sounds like a great idea for food availability within neighborhoods. He thought something like a Winco would be beneficial. What economic incentives has the City provided for grocery stores?

**Ms. Humphrey** said some incentives include lowering development review fees or building permit fees to help with the upfront costs.

**Councilor Hinton** said in the short term Tri-Met assistance makes the most sense. It should be a priority as location has to make sense for stores to come to an area. He loved the idea of a co-op and thought it should be a priority as well.

**Councilor Echols** asked for a copy of the grid that showed where access was most important. Often when she is in the community, what she hears is real demand for a Trader Joes in Gresham. She rarely if ever hears about bringing affordable food options to the community. It is easy to forget those who have greater needs than Trader Joes. One of the next steps should be greater community awareness around these issues. One of the early priorities should be transit service modifications. She encouraged bringing in other social service partners, such as aging services, veterans services, and children services.

**Councilor French** asked where the ideal locations are and if property or buildings are available.

**Ms. Humphrey** referred to a map showing the ideal areas where people are, such as in the regional center downtown and in Rockwood. Some grocery stores are on the fringes, but there are none in the middle of downtown. In Rockwood there are stores people cannot get to if they are transit dependent.

**Mr. Papsdorf** thought one of the key next steps is to find out why the gaps exist and what are the barriers preventing grocery stores from coming into those areas. Once we have a better handle on the specific barriers that exist, we can focus on what types of strategies we can take and can narrowly tailor incentives. We are still working on getting Trader Joes as part of the broader food access initiative.

**Councilor Palmero** referred to the map on page 20 and the lack of access in the Rockwood area. It has to do with listening to the community, community partners, and working on our relationship with grocery stores. We need to provide a place for a co-op. A co-op might spur economic growth and stores may look this way. Tremendous economic progress could be made if we provide the space.

**Ms. Humphrey** replied the City's Urban Renewal Department is doing extensive work with the

Rockwood co-op group. The Urban Renewal Agency has provided space for a co-op office and access to equipment. An Urban Renewal intern is currently working on business planning with the co-op. There is also a communications plan developing to ensure broad community interest and support for the co-op.

**Councilor McCormick** said it is a complex issue. Healthy, affordable food and transportation are big issues. There is an organization called Birch Community Services where people can work a certain amount of hours for free food. There are also organic organizations, but they are expensive. Working to have the whole thing come together for everybody will be a challenge.

**Ms. Humphrey** stated one item is looking at grocery store gaps. The conversation is complex and there is always a secondary component about more organics and different components of food provision and what this project is aiming at.

**Council President Stegmann** asked what the holdup is in getting more bus lines on 181 Avenue? It has been an issue for 20 years.

**Mr. Papsdorf** said the issue is money. Staff is making some incremental progress in advocating for increased frequency and expanded service for evenings and weekends on the 181<sup>st</sup> line.

**Council President Stegmann** asked what it would take to use a parking lot or Vance Park for a Farmer's Market if we can get vendors. If we have the space, would there be enough interest? How researched has that been?

**Ms. Humphrey** said in October there were updates made to the Temporary Use Code for uses such as a Farmer's Market. It would be a matter of requesting a permit and a check with County Environmental Health. There is a clear process for Farmer's Markets.

**Council President Stegmann** said a lot of Farmer's Markets give tokens to people on SNAP for a certain amount of money. There are creative partnerships the City can work with, but we need to have the infrastructure. There has to be a way people can go there, a reason for them to come, and there needs to be fresh food at a reasonable price. At the end of the day, it takes a lot of money to start a food co-op. She would like to know why grocery stores don't want to come here and why does the food co-op have a better opportunity of success?

**Ms. Humphrey** responded a food co-op doesn't have to have profit continually. People become members to get a discount and participate in the operations. Co-ops also work with local vendors to reduce transportation costs.

**Council President Stegmann** said clearly the convenience stores are profitable in Rockwood, but why are grocery stores not profitable.

**Mr. Papsdorf** explained a full service grocery store has much higher operating costs. Even if the percentage of their overall sales is good, it isn't going to make up for the sheer amount of space and labor costs.

**Council President Stegmann** asked if there are any other models.

**Mr. Papsdorf** stated they are learning about different models other communities are exploring. In Detroit, Whole Foods is going with a very different model than what we know. We have had significant change since grocers last looked at the area. The more information we have will help us when we talk to grocery retailers.

**Council President Stegmann** said another thing she heard about is food carts that go to apartment complexes or a farm co-op that delivers. There is support from the Mayor and Council to address this problem.

**Ms. Humphrey** stated there is a food cart that comes to Rockwood on Fridays from 11-2 p.m. at the Rockwood Community Health Center.

**Council President Stegmann** invited Alma Rodriguez, who came in late, to give testimony regarding the Opportunity Mapping agenda item.

**Ms. Rodriguez** is from Latino Network. She came to advocate for the well-being and food for the community. She represents the community because they don't have a way to engage the need for access to good food and health. It is sad to be in the situation in which one has to decide to pay electricity or have good food. She would appreciate access to small stores to get food for her home. Right now she eats from fast food services like McDonald's or pizza that are able to be accessed after work. She would rather have the choice to go to a store and buy something to prepare rather than eat hamburgers. She appreciates this opportunity for the community and hopes this change can be addressed.

**Council President Stegmann** thanked the speakers who testified and encouraged them to be on volunteer committees.

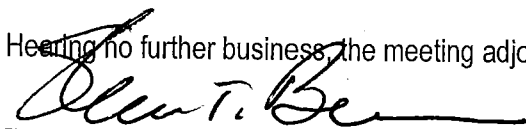
**Ms. Rodriguez** thanked her for the invitation. She will spread the word so they can help and do the work together.

6. GOOD OF THE ORDER

None

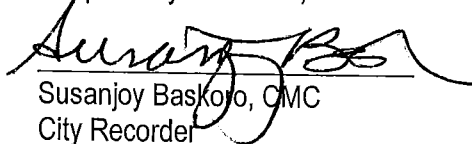
7. ADJOURN MEETING

Hearing no further business, the meeting adjourned at 5:19 p.m.



Shane T. Bemis  
Mayor

Respectfully submitted,



Susanjoy Baskoro, OMC  
City Recorder